WHAT IS CLAIMED IS:

1.   A method for diagnosing and appropriately cleansing and conditioning hair comprising the steps of:

a)   evaluating a scalp to determine the rate of sebum production thereof;

b)   evaluating the hair to determine the texture thereof;

c)   recommending a proportional shampoo from a plurality of proportional shampoos, wherein individual proportional shampoos in said plurality include anionic, nonionic and amphoteric surfactants and cationic conditioning polymers, in graduated amounts relative to one another to provide incremental cleansing and conditioning for specific scalp types and hair textures;

d)   cleansing the hair and scalp with the recommended proportional shampoo;

e)   verifying the texture determined in step b);

f)   evaluating the condition of the hair;

g)   recommending a proportional conditioner from a plurality of proportional conditioners, wherein individual proportional conditioners in said plurality include at least one amphoteric surfactant, at least one cationic conditioning polymer, at least one film former, and at least one zwitterionic compound selected from the group consisting of amino acids, proteins and combination thereof, in graduated amounts relative to one another to

provide incremental conditioning, repair, strengthening, shine and protection for specific textures and hair conditions; and

h) conditioning the hair with the recommended

5 proportional conditioner.

2. A method as claimed in claim 1 wherein said rate of sebum production is expressed in terms of one of a plurality of scalp types.

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3. A method as claimed in claim 2 wherein said plurality of scalp types is four scalp types.

4. A method as claimed in claim 3 wherein said four

15 scalp types are identified as oily, normal/oily, normal/dry and dry.

5. A method as claimed in claim 1 wherein the rate of sebum production is determined with reference to the

20 frequency of required washing.

6. A method as claimed in claim 1 wherein the texture is expressed in terms of one of a plurality of texture categories.

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7. A method as claimed in claim 6 wherein said plurality of texture categories is four texture categories.

8. A method as claimed in claim 7 wherein said four
5 texture categories are identified as fine, medium, coarse and very coarse.

9. A method as claimed in claim 1 wherein the texture is determined visually and by touch.
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10. A method as claimed in claim 1 wherein one of said plurality of said shampoos omits said cationic conditioning polymers.

15 11. A kit of proportional shampoos and conditioners comprising:

a plurality of proportional shampoos, wherein individual proportional shampoos in said plurality include anionic, nonionic and amphoteric surfactants and cationic
20 conditioning polymers, in graduated amounts relative to one another to provide incremental cleansing and conditioning for specific scalp types and hair textures;

a plurality of proportional conditioners, wherein individual proportional conditioners in said plurality
25 include at least one amphoteric surfactant, at least one cationic conditioning polymer, at least one film former,

and at least one zwitterionic compound selected from the group consisting of amino acids, proteins and combination thereof, in graduated amounts relative to one another to provide incremental conditioning, repair, strengthening,

5   shine and protection for specific textures and hair conditions; and

a diagnostic means to identify the appropriate proportional shampoo from said plurality of proportional shampoos and the appropriate proportional conditioner from

10   said plurality of proportional conditioners for the scalp and hair of a particular person.

12. A kit according to claim 11 wherein one of said plurality of shampoos omits said cationic conditioning

15   polymers.

13. A kit according to claim 11 wherein said diagnostic means is a flow chart for identifying said appropriate shampoo and conditioner from said pluralities of

20   proportional shampoos and conditioners.